

# Regional Webcast Session: FY2008 Grant Guidance for Brownfields Assessment, Cleanup, and Revolving Loan Fund Program Proposals

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Presented by:  
US EPA New England Brownfields Section

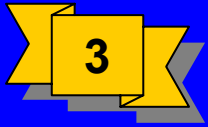
September 12, 2007



# Agenda

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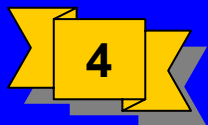
- General Information
- Pre-Planning for Success
- Assessment Criteria
- Cleanup Specific Criteria
- Revolving Loan Fund Specific Criteria
- Next Steps
- Questions & Answers



# Logistics

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- This webcast will provide tips and tricks for the preparation of brownfields assessment, cleanup and revolving loan fund proposals.
- It will be helpful to have both a copy of the guidelines and a copy of this presentation at your desk to follow along with us.
- We will try to be careful and identify what page we are on at any given time.
- The slides pertaining to the Threshold & Ranking Criteria have a reference to the appropriate page in the guidelines.



- Send questions via webcast screen and they will be addressed during the Q&A at the end of the session.
- If for any reason you cannot follow the webcast, simply view this as a conference call and follow along with the tips and tricks.
- We really cannot help you once the presentation is underway.
- If all else fails, a copy of this presentation is available on the EPA Region 1 Brownfields website.

# Future Success of the Brownfields Program in New England

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- This webcast session is structured to provide our potential applicants with information that will help you to successfully apply for this funding.
- This is in large part dependent on you and starts with a quality application.
- A quality brownfields program includes:
  - ✓ Meaningful community participation.
  - ✓ Periodic reporting of accomplishments.
  - ✓ Environmental stewardship and inclusion of sustainable redevelopment practices.
  - ✓ Innovative thinking in revitalization.

# Application Process

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- Proposals Due  
**October 12, 2007**
- Award Announcement  
**Spring 2008**



# What's New?

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- The guidelines for this year are essentially the same as the ones utilized during last year's competition.
- There is a new “note” under Leveraging of Additional Resources that you should be sure to review.



# Hazardous Substances, Pollutants, and Contaminants

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- Covered under this grant program:
  - ✓ Hazardous Substances
  - ✓ Petroleum Contamination
  - ✓ Asbestos & Lead Paint
  - ✓ Controlled Substances
  - ✓ Mine-Scarred Lands
  - ✓ Other environmental contaminants





# Assessment Grants

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- **\$200,000 hazardous substances** (including asbestos, lead paint, other environmental hazards).
- **\$200,000 petroleum-only contamination.**
- Must apply separately for hazardous substances and petroleum - one of each per year maximum.
- We suggest you apply community wide (see page 7 of the Guidelines).
- Waiver available up to **\$350,000 for a site specific proposal.**
- Period of performance is **3 years.**

# Cleanup Grants

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- Funded up to **\$200,000** per proposal.
- Hazardous substances and/or petroleum contamination within the same proposal.
- May submit up to **3** proposals (i.e. 3 separate parcels).
- Non-profits may apply.
- Cost share 20%.
- **MUST OWN PROPERTY**  
**by June 30, 2008.**
- Period of Performance is **3 years.**



# Revolving Loan Fund (RLF) Grants

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- Funded up to **\$1,000,000** per entity.
- Coalitions may apply but please confer with Joe Ferrari (617-918-1105) prior to submitting proposal.
- Up to 40% of grant amount may be used for cleanup subgrants (up to \$200,000 per parcel).
- Hazardous substances and/or petroleum contamination within the same proposal.
- Cost share is 20% of total grant amount.
- Period of performance is **5 years**.

# Pre-Planning for a Successful Brownfields Proposal

**Alan Peterson**

**617-918-1022**

**[peterston.alan@epa.gov](mailto:peterston.alan@epa.gov)**



# This Can Be You

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# Know Your Audience (Who's the Reader?)

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- We are public servants.
- We value Environmental Justice.
- Our organization promotes Cultural Diversity.
- We are Environmentalists (in the business of changing norms).
- We work through Partnerships.

# Remember!

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- Quality beats quantity.
- Be responsive to the questions and move on.
- Balance the proposal (use point values as rough guide to level of content).
- When you review your draft, don't necessarily think about what you can add to make it longer, rather what can you take out to add something of greater value.



# Understand the Process Behind the Grant

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## Assessment





# Understand the Process Behind the Grant

## Cleanup & Revolving Loan Fund



# See the Story in the Ranking Criteria and Tell It

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- Budget
- Community Need
- Site Selection (Assessment)
- Business Plan for RLF Program (RLF)
- Sustainable Reuse
- Creation/Preservation of Green Space
- Pre-Award Community Notification
- Ongoing Community Involvement
- Reduction of Threats to Human Health and Environment
- Leveraging of Additional Resources
- Programmatic Capability

# See the Story in the Ranking Criteria and Tell It

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- Budget
  - ✓ Executive summary – the nuts and bolts on how the money will be spent (rates, meetings, quantities, etc.).
- Community Need
  - ✓ The HOOK – grab the reader right away with emotion and need (emphasis need, not want).
- Site Selection/RLF Business Plan
  - ✓ Show you're in the gate and ready to go – with complete and well thought out plans.

# See the Story in the Ranking Criteria and Tell It

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- Sustainable Reuse/Greenspace
  - ✓ Show you're adept at the philosophy – and spreading the word in your business actions.
- Community Notification/Involvement
  - ✓ Show you have the partnerships and lines of communication to your stakeholders in place - with complete and well thought out plans for their involvement.

# See the Story in the Ranking Criteria and Tell It

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- Reduction of  
Threats/Leveraging/Programmatic Capability
  - ✓ CLOSE THE DEAL
  - ✓ I know the potential environmental threats and know how to deal with them.
  - ✓ I know how to leverage both public and private funding to complete this task and reach our vision.
  - ✓ I have the staff and experience to make this grant a success.

# Initial Proposal Planning Tips (Where to Start)

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- Identify the number of questions in each subsection of a criteria.
- Highlight key words that you want to bring back in the response.
- The next slide will show you how to break down a question.



## Example: Reduction of Threats to Human Health and the Environment - Question 1

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- Note that question 1 has two parts.
  - ✓ How and to what extent will funds be used to identify and/or reduce threats to human health and the environment within the target area that may be associated with exposure to brownfield site contaminants?
  - ✓ If known, describe the proposed end use of the brownfield site and to what extent this proposed end use will factor into cleanup activities, monitoring, and maintenance of engineering controls or institutional controls as part of redevelopment.
- Make sure you address all parts.

# Initial Proposal Planning Tips

## (The game plan for each Ranking Criteria)

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- Review all subsections under a criteria and set up a flow and continuity to the response.
- Identify information you will need to research and questions you will need answered.
- Develop actual plans you will implement should you get the funding. Be realistic.
- Break up proposal preparation to avoid burnout.
- Presenting a strong understanding of the concepts and well thought out plans is a key to a successful proposal.



# Initial Proposal Planning Tips

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- What is the #1 reviewer comment causing loss of points on a proposal question?
- Answer: A general stock answer is provided with no specifics.
- Tip: Be specific. Give an example.

# Initial Proposal Planning Tips

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- What is the #1 shortcoming in answering guideline questions?
- Answer: The response does not relate to the work that will be conducted with this grant.
- Tip: Draw out the specifics and individualize the response.

# Initial Proposal Planning Tips (Individualize your Community Need)

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- Start with the overview of your city, town or jurisdiction, and then narrow down your targeted community to where you will be working, or the likely places you will be working, with the money from this grant.
- Convey the dynamics that exist there, including the kinds of people, neighborhoods, jobs (commercial/industrial), infrastructure, natural resources, greenspace, etc.

# Initial Proposal Planning Tips

## (Why focus on a more finite community?)

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- It gives the reader a tangible feeling for the community you are trying to help with this grant.
- It gives the proposal writer the ability to be specific in answering the ranking criteria
  - ✓ Community needs (types of jobs, housing, and parks they need).
  - ✓ Sustainable reuse in their vibrant community.
  - ✓ How they will be involved with this grant.
  - ✓ How do brownfields affect them, etc.

# The Power of Past, Present and Future in Your Response to a Criteria

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- Past – Shows experience and ability (but doesn't speak to this grant).
- Present – Shows active involvement (but not necessarily experience).
- Future – Shows potential (but also implies maybe).
- Combine all three to get all the points.

# To Strengthen the Answer, Give One Good Example that:

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- Shows you understand a desired philosophy.
- Shows an approach to solving a similar problem.
- Demonstrates you have the needed expertise (individuals and partnerships) to be successful.
- Bring everything back to “this” grant and “your” targeted community (i.e., we will apply these same methods and resources to help the local community and make this grant successful).
- Warning: Keep examples concise and on point.

# General Tips for Proposal Preparation

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- Follow directions on pages 16 to 20 of the Guidelines!
- Address all criteria – if it doesn't apply say so and briefly explain why. Address each part under a criteria separately (e.g., B1, B2 and B3).
- Be kind to your reviewers – don't crowd the page and minimize the use of acronyms and technical/cultural jargon.
- **Obey page limits - Strict 18 single-sided page limit (including the Cover Letter).**
- Limit number of attachments but include key support letters.

# General Tips for Proposal Preparation

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- Follow Cover Letter outline on pages 17 & 18.
- Pages in excess of page limits will be removed and not evaluated.
- Typed; single line spaced; 12 point font minimum; no binders; **NO COLOR!**
- No photos and graphics.
- You must submit separate proposals with separate cover letters.
- Electronic submission of proposals is allowed (See Appendix 5, page 89).



# Proposal Submission

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- Proposals must be postmarked by October 12, 2007.
- Proposals submitted through grants.gov must be received by October 12, 2007. Make sure you register early.
- Send original proposal(s) to Environmental Management Support, Inc. (address on page 20).
- Send copy(ies) to Diane Kelley (address in Appendix 1, page 61).

# After Proposal Submission

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- Threshold Criteria is evaluated by the Region. You may be contacted to clarify information in your proposal.
- Regional staff will provide information to the evaluation panels regarding the Programmatic Capability ranking criteria.
- National panels will convene and rank proposals.
- HQ makes final determinations.
- Spring 2008 award announcement.



# Grant Programs Threshold & Ranking Criteria

**Diane Kelley**

**617-918-1424**

**[kelley.diane@epa.gov](mailto:kelly.diane@epa.gov)**



# Assessment/Cleanup/RLF Threshold & Ranking Criteria

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- We are going to go over the assessment criteria to begin with. However, all three grant programs have some of these criteria in common. Therefore you need to follow along now if you are applying for cleanup or revolving loan funds grants.
- The criteria in common include: Letter from the State or Tribal Environmental Authority, Community Need, Sustainable Reuse, Greenspace/non-profit, Pre-Award Community Notification, Ongoing Community Involvement, Leveraging, and Programmatic Capability. There will be specific tips on cleanup and RLF grants later in the presentation.

# Threshold vs Ranking Criteria

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- Threshold Criteria are pass/fail. You must meet all threshold criteria to be evaluated against the Ranking Criteria.
- Ranking Criteria contain questions with specific point values. Proposals will be evaluated based on the extent and quality to which the criteria are addressed.

# Threshold Criteria - Assessment

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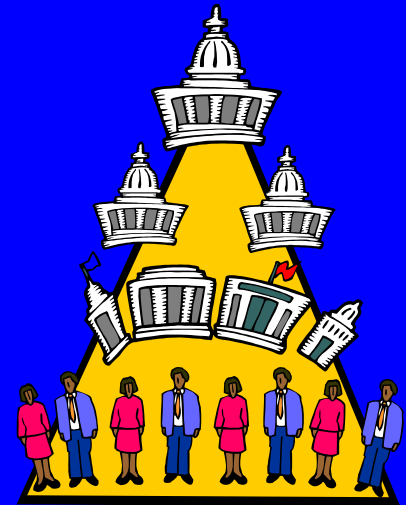
- A – Applicant Eligibility
- B – Letter from the State or Tribal Environmental Authority
- C – Site Eligibility and Property Ownership Eligibility (Site-Specific Assessment Only)
- **You must pass all these criteria to be moved on to the national panel!**

# Threshold Criteria - Assessment

## A – Applicant Eligibility

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- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes



# Threshold Criteria - Assessment

## B – Letter from State/Tribal Enviro Authority

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- Provide a letter from the state or tribal environmental authority acknowledging that the applicant plans to conduct or oversee assessment activities and apply for grant funds.
- If applying for multiple types of grants, you need to receive only one letter acknowledging the relevant grant activities. However you must provide the letter as an attachment to each proposal.
- General letters of correspondence and documents evidencing state involvement are NOT acceptable.
- The appropriate state contact for requesting your letter can be found in the attachment State Brownfields Program Contacts.



# Threshold Criteria - Assessment

## C – Site & Property Ownership Eligibility

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- The Brownfields Team encourages you to apply community-wide.
- **Site-Specific Proposals Only**
  - ✓ If you have a individual or special site, call Alan Peterson (617-918-1022) to discuss.



# Ranking Criteria - Assessment

## 132 Points

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- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Site Selection Process (6 Points)
- D – Sustainable Reuse of Brownfields (12 Points)
- E – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- F – Pre-Award Community Notification (12 Points)
- G – Ongoing Community Involvement (16 Points)
- H – Reduction of Threats to Human Health and the Environment (26 Points)
- I – Leveraging of Additional Resources (10 Points)
- J – Programmatic Capability (20 Points)

# Ranking Criteria - Assessment

## A – Budget (10 Points)

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- Preplanning Tips

- ✓ Develop the details for each main task: grant management tasks; community involvement tasks; inventory work; number of Phase I investigations, Phase II investigation and cleanup plans; types of supplies; travel details, etc.
- ✓ Create dollar estimates based on this supporting information.
- ✓ Translate this information into the budget table. **Make sure your budget adds up!**

# Ranking Criteria - Assessment

## A – Budget (10 Points)

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- Useful Tips

- ✓ Include a short introduction right before the budget chart outlining how you intend to spend the funding.
- ✓ After the budget chart, explain each of your tasks clearly and completely.
- ✓ Address each cost presented under a task. The cost should appear reasonable based on the details in the description. **This is where applicants are losing points.**

# Ranking Criteria - Assessment

## A – Budget (10 Points)

### Sample Assessment Budget

Budget Categories (programmatic costs only)	Project Tasks				
	Cooperative Agreement Oversight	Community Involvement	Inventory	Site Specific Activities	Total
<b>Personnel</b>	\$8,000	\$6,000	\$2,000	\$4,000	\$20,000
<b>Fringe Benefits</b>	\$2,000	\$1,500	\$500	\$1,000	\$5,000
<b>Travel<sup>1</sup></b>	\$2,000				\$2,000
<b>Equipment <sup>2</sup></b>					
<b>Supplies</b>	\$500	\$500			\$1,000
<b>Contractual<sup>3</sup></b>		\$5,000	\$2,000	\$165,000	\$172,000
<b>Other (specify)_____</b>					
<b>Total</b>	\$12,500	\$13,000	\$4,500	\$170,000	\$200,000

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.

<sup>2</sup> EPA defines equipment as items that cost \$5,000 or more with a useful life of more than one year. Items costing less than \$5,000 are considered supplies. Generally, equipment is not required for assessment grants.

<sup>3</sup> Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

# Ranking Criteria - Assessment

## A – Budget (10 Points)

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- Useful Tips (continued)
  - ✓ Always indicate the estimated # of Phase I & II investigations and their average cost.
  - ✓ Include funds for cleanup planning!
  - ✓ Never use the word “administrative” to describe a task. Use “cooperative agreement oversight” or something similar.
  - ✓ Don’t use acronyms like “ESA” - spell it all out.
  - ✓ Include travel funds to attend Brownfields conferences.

# Ranking Criteria - Assessment

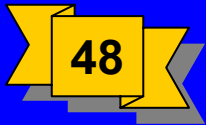
## A – Budget (10 Points)

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- Useful Tips (continued)
  - ✓ Local governments may utilize up to 10% of the grant for the following tasks:
    - Monitoring the health of populations;
    - Monitoring and enforcement of any institutional controls;
    - Other related program development and implementation activities (local Brownfields ordinances).
    - Note: These must be a separate task in your budget.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- This criteria has 3 questions worth 5 points each.
- Preplanning Tips
  - ✓ Narrow your targeted community to most promising areas.
  - ✓ Gather information on the history in the targeted areas and identify the “community” past and present. Recognize environmental justice issues.
  - ✓ Identify the human element in the story. Do not assume that “everyone” knows about the factory that closed down and put everyone out of work. Tell the story and the future need.



# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Preplanning Tips (continued)
  - ✓ Gather demographic statistics.
    - Community-wide statistics,
    - Targeted community statistics, and
    - State/US statistics
  - ✓ Identify and use comparative statistics to show greatest need at the targeted community level.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

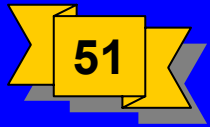
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- Question 1 (1. Target community description; 2. Statistics; 3. Sources...)
  - ✓ This is the section where you need to work to gain the sympathy of the reviewer due to the difficult conditions (environmental, social, economic, etc.) in your community(ies).
  - ✓ Start with the overview and general statistics, and end with the community/area of most need and the demographics there.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Question 1 (continued)
  - ✓ Use all the statistics you have and compare.
  - ✓ Identify the sources for your information.
  - ✓ When the statistics don't support the need, still use them, but strengthen the community story and their need.
  - ✓ If the community is changing, look for who needs the help.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Question 1 (continued)
  - ✓ Be careful about any disconnect between your statistics and the focus area of your project. If your statistics were for the entire community, and your projects are in your most well-to-do area, the reviewers will pick up on this discrepancy very quickly.



# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Question 2 (1. Community benefits from this grant; 2. Other EPA Brownfields grants...)
  - ✓ Focus on local benefits (i.e. - these types of jobs are what this community needs), then extend to the greater community benefits.
  - ✓ Discuss environmental, social and economic benefits.
  - ✓ Bring it back to what “this grant” will do for the targeted community.
  - ✓ If this area has been targeted by other EPA brownfield grants, justify the need for additional funding.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Question 3 (Impacts to target community: 1. size & number; 2. economic, health and environmental...)
  - ✓ Answer both parts of this question and make it real to the community you are targeting. **This is where applicants are losing points.**
  - ✓ Size, number and location of sites: Start general then focus in on the area/community. If you don't know where to start, call your state brownfields coordinator and get their list of spill sites for your town/area.

# Ranking Criteria – Assessment/Cleanup/RLF B – Community Need (15 Points)

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- Question 3 (continued)
  - ✓ Avoid a response that indicates that you just don't know.
  - ✓ Discuss negative impacts: Think not only economic, but health, environmental, and social impacts.
  - ✓ Help the reader visualize the impacts of Brownfields in your target community.

# Ranking Criteria - Assessment

## C – Site Selection Process (6 Points)

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- This criteria has 3 questions worth 2 points each.
- Question 1 (1. How sites were/will be selected; 2. Selection criteria; 3. Site eligibility...)
  - ✓ Remember that reviewers are looking for community input into the site selection process (through organizations on down to the public).
  - ✓ List initial site selection criteria (developer interest, community need, location, sustainable reuse, greenspace, etc.).



# Ranking Criteria - Assessment

## C – Site Selection Process (6 Points)

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- Question 1 (continued)
  - ✓ Site eligibility determination: Initial determination through information in the proposal guidelines; final determination by EPA (by state for petroleum).
- Question 2 (Possible/previous inventory activities, prioritization efforts, or other activities.)
  - ✓ Describe any activities your organization or community has done in regards to brownfields and identifying sites.
  - ✓ Discuss the people and processes that will be used in selecting sites for investigation.

# Ranking Criteria - Assessment

## C – Site Selection Process (6 Points)

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- Question 3 (Conducting assessment activities on privately owned sites...)
  - ✓ Make sure you respond to the access issue, even if you intend to only assess sites you own (with community-wide, this could change).
  - ✓ Respect that access to private properties can be difficult. Show the efforts your organization and consultant will use to inform the property owner on benefits and risks of entering the program.

# Ranking Criteria – Assessment/Cleanup/RLF



## D – Sustainable Reuse (12 Points)

- This criteria has 3 questions worth 4 points each.
- Preplanning Tips
  - ✓ Gather information on the sustainable reuse concepts to strengthen the proposal (smart growth, vibrant community, low impact development, green building technology, energy efficiency).
  - ✓ Identify current standards, bylaws, policies and zoning practices in place in your cities and towns.
  - ✓ Consider talking with a developer/builder on green trends they are seeing in your area.
  - ✓ Gather information on current projects and potential sustainable reuse opportunities in your target communities.

# Ranking Criteria – Assessment/Cleanup/RLF

## D – Sustainable Reuse (12 Points)

- Questions 1 - 3 (1. Prevent pollution and reduce resource consumption; 2. Economic benefits; 3. Vibrant, equitable, healthy communities...)
  - ✓ In each section, make the connection between your master plans, local development plans and other planning tools that are in place. Show your support by highlighting points in these plans that speak to the questions.
  - ✓ Discuss specific projects and ways you have been working to support these goals and how you will apply this experience to Brownfields redeveloped under this grant (this happens during cleanup & redevelopment planning).

# Ranking Criteria – Assessment/Cleanup/RLF

## D – Sustainable Reuse (12 Points)

- Questions 1 - 3 (continued)
  - ✓ These questions need good examples.
  - ✓ **Make sustainable reuse a site selection criteria.**
  - ✓ To avoid losing points, cover as many of the examples presented in these questions as you can support (simply repeating the words is not strong enough).

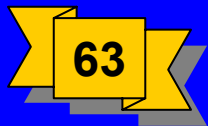
# Ranking Criteria – Assessment/Cleanup/RLF



## E – Greenspace/Non-Profit (5 Points)

- Useful Tips (Greenspace creation; and long term Maintenance...)
  - ✓ Answer all of the questions. **Applicants are losing points by not covering long-term maintenance.**
  - ✓ Identify any regulations, policies, and planning documents that will guide your community in preserving greenspace and long term maintenance. Refer to these in your proposal and highlight the specific rule/policy.
  - ✓ Describe potential opportunities for greenspace development and/or nonprofit uses in your target community areas (make it real to the reader).

# Ranking Criteria – Assessment/Cleanup/RLF



## E – Greenspace/Non-Profit (5 Points)

- Useful Tips (continued)
  - ✓ **Make greenspace creation/preservation a site selection criteria.**
  - ✓ By default, if you're redeveloping brownfields, you're likely preserving greenspace. Make it about a master plan, not a patch of green in a parking lot or a lawn.
  - ✓ Bring it back to “this” grant (greenspace development begins with site selection and continues through cleanup and redevelopment planning).

## Assessment/Cleanup/RLF

### F – Pre-Award Community Notification (12 Points)

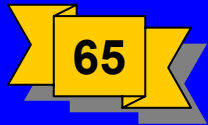
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- This criteria has 4 questions worth 3 points each.
- Preplanning Tips
  - ✓ Pre-Award Community Notification is about allowing your target community the opportunity to review your proposal, and provide comments for consideration and incorporation into the final work plan.
  - ✓ Design a notification plan that can be implemented prior to or immediately upon award announcement, and can be completed within 4-6 weeks.
  - ✓ This must be completed by **September 12, 2008**.



# Ranking Criteria – Assessment/Cleanup/RLF

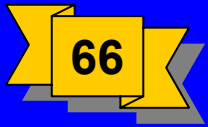


## F – Pre-Award Community Notification (12 Points)

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- Preplanning Tips (continued)
  - ✓ Design a multimedia approach to notification and place an emphasis on your involvement.
  - ✓ Identify any special needs (multiple languages, interpreters, etc.) to include in notification process.
  - ✓ Think grass-roots involvement to solicit meaningful comments. Know your trusted community contacts.

## Assessment/Cleanup/RLF

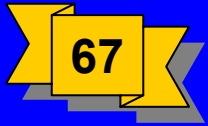


### F – Pre-Award Community Notification (12 Points)

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- Question 1 (1. Notification plan; 2. Means for commenting...)
  - ✓ Answer both parts of the question.
  - ✓ Explain how community will be notified (newspaper, public meetings, website, local cable, etc.).
  - ✓ As appropriate, show the flow of notification from local officials, through community groups, and on down to the citizen level.
  - ✓ Identify where hard copies and electronic versions of the proposal will be available for review, and who, how and where comments may be provided.

# Ranking Criteria – Assessment/Cleanup/RLF



## F – Pre-Award Community Notification (12 Points)

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- Question 1 (continued)
  - ✓ One way to provide notification is an announcement in your local paper and holding a public meeting.
  - ✓ The public meeting may be held in conjunction with a regularly scheduled meeting.
  - ✓ For regional planning commissions, a public meeting may not be feasible for such a large area. Thus, a more complex notification and distribution process will likely be necessary.
  - ✓ Figure out how to include those without internet access in the notification.

# Ranking Criteria – Assessment/Cleanup/RLF

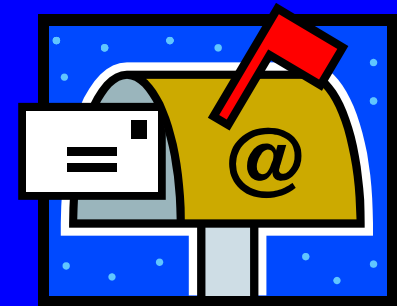
## F – Pre-Award Community Notification (12 Points)

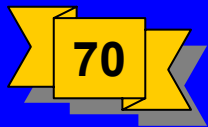
- Question 2 (1. Why is notification method appropriate; 2. Justify your plan...)
  - ✓ Show you understand your target community and how to engage them effectively.
  - ✓ Discuss why your notification plan is the best way to reach the entire community (utilize a past example).
  - ✓ Ensure that your outreach is focused on your targeted area as well as the entire community.

# Ranking Criteria – Assessment/Cleanup/RLF

## F – Pre-Award Community Notification (12 Points)

- Question 2 (continued)
  - ✓ Include special provisions to reach rural areas, different languages, customs, etc.
  - ✓ Always discuss the demand for language services (reviewers look for it).





# Ranking Criteria – Assessment/Cleanup/RLF

## F – Pre-Award Community Notification (12 Points)

- Question 3 (1. Comment period; 2. Encouraging comments...)
  - ✓ Answer both parts of this question!
  - ✓ Identify the length of the comment period that your proposal will be available for review. Minimum of two weeks. If shorter, you need to explain why.
  - ✓ Explain how you will continue to engage the community to encourage comments.

# Ranking Criteria – Assessment/Cleanup/RLF



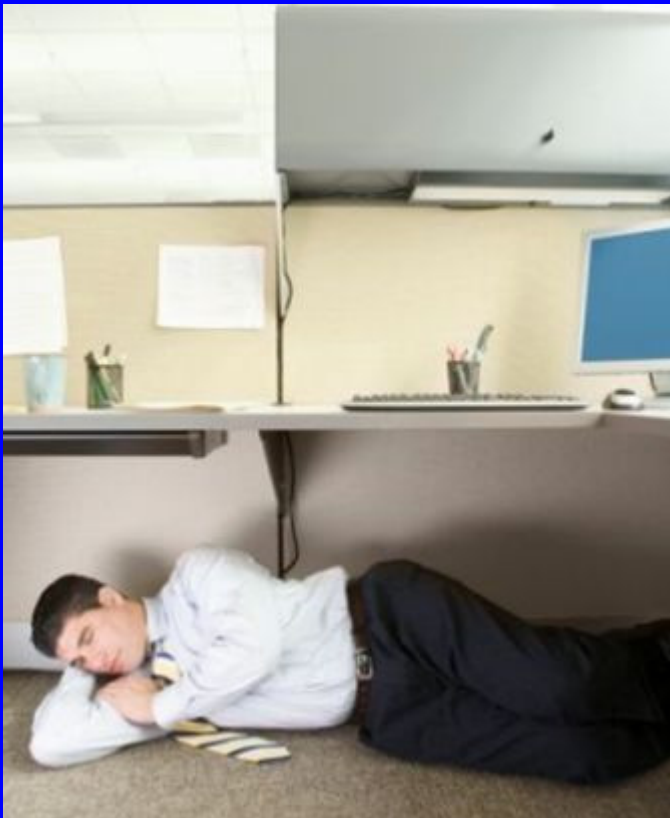
## F – Pre-Award Community Notification (12 Points)

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- Question 4 (What were/are your plans for addressing comments received?)
  - ✓ What is your process to collect comments?
  - ✓ How are you going to respond to comments?  
Comments can be written or verbal (address both).
  - ✓ Put the comments and your written responses to the comments on your web page and in your public information repository.
  - ✓ Tell the people attending the public meeting where & when the comments and responses will be available.
  - ✓ Tell what happens to good comments.

# Break

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# Grant Programs Threshold & Ranking Criteria

**Marcus Holmes**

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# Ranking Criteria – Assessment/Cleanup/RLF

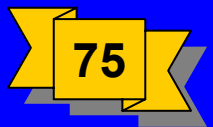


## G – Ongoing Community Involvement (16 Points)

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- This criteria has 4 questions worth 4 points each.
- Question 1 (Involving the affected community in cleanup decisions and reuse planning...)
  - ✓ When developing a community involvement plan, don't forget involvement in all phases of assessment and cleanup activities!
  - ✓ Think about a multimedia approach to getting the word out. Assessment and cleanup work may need door-to-door involvement.
  - ✓ Example - A public meeting following Phase II completion to involve the community in cleanup decisions and reuse planning.

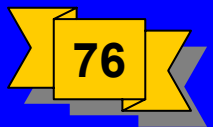
# Ranking Criteria – Assessment/Cleanup/RLF



## G – Ongoing Community Involvement (16 Points)

- Question 2 (Develop local/state/tribal partnerships w/ stakeholders to ensure sustainable cleanup and redevelopment...)
  - ✓ This question is about connecting public and private partnerships.
  - ✓ Identify specific partnerships you already have in place. Include the name of those organizations in your response.

# Ranking Criteria – Assessment/Cleanup/RLF



## G – Ongoing Community Involvement (16 Points)

- Question 2 (continued)
  - ✓ Show how you are establishing private partnerships for sustainable redevelopment within your community.
  - ✓ Show how you are partnering with the state environmental program to develop sustainable cleanup plans.
  - ✓ Discuss the synergy of working together for the community benefit.

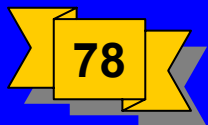
# Ranking Criteria – Assessment/Cleanup/RLF



## G – Ongoing Community Involvement (16 Points)

- Question 3 (Plans for communicating the progress of your project...)
  - ✓ Include use of fact sheets, meetings, newspapers, websites, local access channels, radio, etc.
  - ✓ Communicating progress on major milestones is important to the local community.
  - ✓ Remember to mention any members of your community that need other language support and how you will handle it. (Answer even if language is not an issue.)

# Ranking Criteria – Assessment/Cleanup/RLF



## G – Ongoing Community Involvement (16 Points)

- Question 4 (List of community-based organizations...)
  - ✓ Do not underestimate the importance of providing a list of community-based organizations. Take the time to list the contact person, phone number and brief description of the organization. **This is where applicants are losing points.**
  - ✓ Think about faith-based groups, environmental groups, civic organizations, business groups, non-profit economic development corporations, etc.

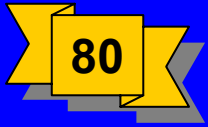
# Ranking Criteria – Assessment/Cleanup/RLF



## G – Ongoing Community Involvement (16 Points)

- Question 4 (continued)
  - ✓ Use **both** community groups & business groups.
  - ✓ Make sure that your community partners have been given a chance to review the draft proposal and have input on your written proposal. **EPA will check all references.**





# Ranking Criteria - Assessment

## H – Reduction of Threats (26 Points)

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- This criteria has 2 questions worth 13 points each
- Preplanning Tips
  - ✓ Identify the types of businesses and industry (past and present) in your targeted community.
  - ✓ Identify the chemicals or pollutants that may have been released into the environment by these industries (cleaning solvents, PCBs, lead, asbestos, petroleum products, etc.).



# Ranking Criteria - Assessment

## H – Reduction of Threats (26 Points)

---

- Preplanning Tips (continued)
  - ✓ Identify where those industries are located relative to the community (i.e., adjacent to, downgradient of).
  - ✓ Identify how the public may be exposed to these chemicals and pollutants (i.e., through inhalation, ingestion, or direct contact).
  - ✓ Set yourself up to talk specifically about dealing with threats in your targeted community area(s).

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Preplanning Tips (continued)
  - ✓ Contact your State Brownfields Coordinator and local health officials to understand the process for working with these agencies. Know when and how to activate each agency, who to contact, and how you will work with them throughout the grant.
  - ✓ Understand how your state's voluntary cleanup program works (this is the next step after assessment).



# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 1 (1. Extent funds will be used to identify and/or reduce threats; 2. End use factoring into cleanup activities...)
  - ✓ Answer both parts of the question. **Points are being lost here.**
  - ✓ Make the connection on how assessment funds will be used to identify and delineate contamination on your sites, and how cleanup plans will be developed to reduce the threats (i.e., setting the stage for cleanup and final redevelopment).

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 1 (continued)
  - ✓ Make the answer about this grant.
    - Site inventories and Phase I investigations identify real and potential threats.
    - Phase II investigations delineate extent of contamination and identify real threats.
    - Cleanup planning evaluates means for reducing or eliminating threats.
  - ✓ Discuss how this process will identify the exposure pathways to potential contaminants identified in the targeted community areas you researched.

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 1 (continued)
  - ✓ Give an example of a site or potential site that can show experience in dealing with threats (old mill, gas station, manufacturing facility, etc.):
    - Common threats posed by this site (dry cleaning solvents, PCBs, metals, coal ash, pesticides, etc.).
    - Who's affected (locals, youth, etc.) and how people may come into contact with these contaminants (dermal contact, inhalation, ingestion, etc.)
    - Effects of these contaminants on human health (cancer, asthma, skin damage, etc.) and the environment (drinking water, habitat loss, etc.).

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 1 (continued)
  - ✓ If the proposal is for petroleum funding, mention petroleum as the contaminant of concern!
  - ✓ Close with your plans to: 1) keep the community informed on the status of any potential threats identified; 2) respond quickly to inform individuals and state organizations on potential real threats; and 3) continue to inform the community on progress toward remediating contamination and reducing threats to human health and the environment.
  - ✓ Be careful about the disconnect between risk and your sites. Risks related to a site may not translate to general risks to the whole targeted community.

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 1 (continued)
  - ✓ The second part of question 1 discusses how property end use factors into cleanup.
  - ✓ With community-wide, end use is unknown.
  - ✓ Explain how the end use will be determined through the grant process.
  - ✓ Explain end use will be determined in cleanup plans.
  - ✓ Discuss working with consultant and state on cleanup design and identifying monitoring, institutional controls & engineering controls.

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 2 (Working with your local, state or tribal health & environmental agency throughout assessment, cleanup and redevelopment...)
  - ✓ Discuss the process for working with **BOTH** your state environmental agency and local health department during the various phases of the assessment grant. Use positive verbs, e.g. “they are involved in our project.” Include your future consultant in the discussion.



# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 2 (continued)
  - ✓ Start with the state and local departments of health. Reviewers expect to see it, so help them understand how the health department operates in your area.
  - ✓ Health departments can provide health data in your area and work with you on informing the public about identified health risks on your sites.
  - ✓ Explain how you will work with them during the grant.

# Ranking Criteria – Assessment

## H – Reduction of Threats (26 Points)

---

- Question 2 (continued)
  - ✓ Show your working partnership with the state environmental agency as the grant proceeds from inventory, Phase I, Phase II, and finally cleanup planning.
  - ✓ Show how your individual state Brownfields program works with you during this grant (MA & CT applicants need to describe their unique privatized state programs).
  - ✓ This question asks you to include a brief discussion of your State's VCP program (show you know how the program works and how to get into it). **This is where applicants are losing points.**

# Ranking Criteria – Assessment/Cleanup/RLF I – Leveraging (10 Points)

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- Preplanning Tips
  - ✓ Gather information on public and private funding your organization has leveraged.
  - ✓ Identify any creativity used in leveraging to enhance an example: problems solved, partnerships used, and how leveraged funds factored into success.
  - ✓ This criteria contains a new “note” after the two sub-criteria. Be sure to review it.

# Ranking Criteria – Assessment/Cleanup/RLF I – Leveraging (10 Points)

---



- Question 1 (Identify the funds your organization has committed to meet additional needs...)
  - ✓ This question assumes you will need more funding (than just the grant) to complete the assessment and/or cleanup work.
  - ✓ Identify all possible sources of internal funding. Be sure to utilize TIF programs, staff time, other in-kind services (particularly if that's all you have).
  - ✓ Be sure that in-kind services are mentioned under your budget & this question.

# Ranking Criteria – Assessment/Cleanup/RLF I – Leveraging (10 Points)

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- Question 1 (continued)
  - ✓ If you are not in the process of leveraging additional internal funds, tell the reader when you will start and where you will look.
  - ✓ An example of creatively leveraging internal funds may help support experience.



# Ranking Criteria – Assessment/Cleanup/RLF I – Leveraging (10 Points)

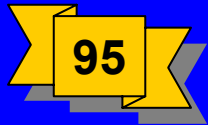
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- Question 2 (Ability to leverage other funds to ensure successful project...)
  - ✓ Use examples of **BOTH** public and private funds you have leveraged to complete a project. Show the experience in your organization. Tie this experience to work on this grant.
  - ✓ This question assumes you will need more funding to complete a viable redevelopment project. Describe your approach for leveraging future cleanup and redevelopment funds to bring the project across the finish line.

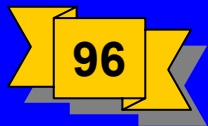
# Ranking Criteria – Assessment/Cleanup/RLF I – Leveraging (10 Points)

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- Question 2 (continued)
  - ✓ Describe funding sources **you are pursuing** as well as those that have been committed.
  - ✓ Describe possible state or regional resources. Think about economic redevelopment resources as well as environment cleanup resources. **If you cannot think of any, call your state brownfields coordinator and talk to them.**
  - ✓ Use positive verbs: “we are working”, “we will commit”.

# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 1 (Ability to manage this grant...)
  - ✓ Identify key staff who will manage the brownfields work.
  - ✓ Discuss the type and amount of expertise they bring to the grant.
  - ✓ Describe your procurement process to acquire consultants to help you.
  - ✓ If you've had an EPA Brownfields grant, highlight your significant accomplishments and monies leveraged. Don't assume that EPA knows what you have done. Be explicit.



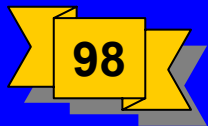
# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 2 (1. History of managing federal funds; 2. Addressing OMB circulars...)
  - ✓ Discuss types and amounts of federal funds you have managed.
  - ✓ Frequently DOT funds flow through the state but mention them particularly if that's all you have.
  - ✓ Absolutely respond to “adverse audit findings” and “high risk terms and conditions”. Don’t assume that if you say nothing reviewers will know you have had no adverse audit findings.

# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 3 (Have you been a recipient of an EPA Brownfields cooperative agreement(s) or other EPA or Federal assistance agreements, discuss compliance with reporting, provide information on past performance...)
  - ✓ Read this question carefully. Applicants are losing points here. All Federal assistance agreements count. Answer all 3 parts of this question.

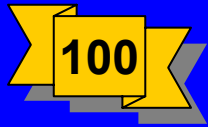
# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 3 (continued)
  - ✓ Note the phrase “or other EPA or federal assistance agreements”. Many applicants lose points here by not mentioning their other federal grants that they took credit for under Question 2. Be careful here.
  - ✓ Be sure to identify the grants and then answer this question by discussing your compliance with reporting measures.

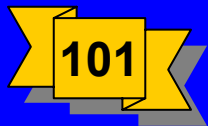
# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 3 (continued)
  - ✓ “In addition....” be sure to provide information on your past performance in reporting on whether you achieved results under these agreements.
  - ✓ If you have not managed federal funds of any sort, say so. **DO NOT LEAVE THIS BLANK OR YOU WILL RECEIVE A ZERO SCORE.**

# Ranking Criteria – Assessment/Cleanup/RLF



## J – Programmatic Capability (20 Points)

- Question 4 (Plans for tracking and measuring progress, outputs & outcomes...)
  - ✓ This question refers back to language in Section I.C. Measuring Environmental Results, page 12.
  - ✓ Outputs and Outcomes are the terms EPA will be using to measure the environmental results of the Brownfields grants.
  - ✓ The cumulative results are linked to EPA's Strategic Plan, and are presented to Congress as a measure of the results of the Brownfields program (this is why your tracking is important).

# Ranking Criteria – Assessment/Cleanup/RLF

## J – Programmatic Capability (20 Points)

- Question 4 (continued)

- ✓ You need to describe your plans for tracking and measuring **outputs** generated during the grant (properties assessed, acres cleaned up for reuse, deliverables such as Phase I/II reports), and the **outcomes** (jobs leveraged, housing provided, funding leveraged, acres of greenspace created for communities).
- ✓ These methods could include compliance with your work plan, preparation of the quarterly reports and input of data into the ACRES database, and other methods of communicating to both the public and to EPA.

# Cleanup Specific Threshold & Ranking Criteria

James Byrne

617-918-1389

[byrne.james@epa.gov](mailto:byrne.james@epa.gov)



# Threshold Criteria - Cleanup

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- A – Applicant Eligibility
- B – Letter from the State or Tribal Environmental Authority
- C – Site Eligibility and Property Ownership Eligibility
- D – Cleanup Authority and Oversight Structure
- E – Cost Share
- **You must pass all these criteria to be moved on to the national panel!**



# Threshold Criteria - Cleanup

## Basic Tips

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- Respond to all threshold questions. This provides us the ability to ask you clarifying questions later on if need be. If you don't answer the question, we can't ask!



# Threshold Criteria - Cleanup

## A – Applicant Eligibility

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- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes
- Non-Profit Organizations



# Threshold Criteria – Cleanup/RLF

## B – Letter from State/Tribal Enviro Authority

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- Refer back to the tips under the Assessment discussion (slide 40).



# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

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### 1. Basic Site Information

- a) Name commonly used to identify site.
- b) Address of site or closest cross streets.
- c) Name of current owner (You if you now own it).
- d) Date you plan to own it (If you are not the current owner) or date you acquired the site (If you are the current owner).

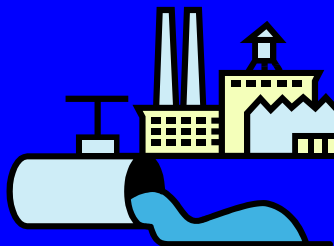
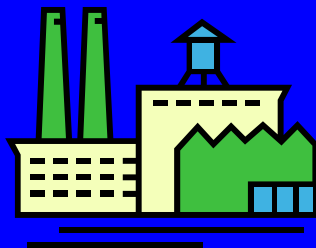


# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

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2. Status & History of Contamination at the Site
  - a) Hazardous Substances or Petroleum
  - b) Describe operational history & current uses of site (From Phase I).
  - c) Describe environmental concerns (From Phase I or Phase II).
  - d) Discuss how the site became contaminated and extent of contamination (From Phase II).



# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

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### 3. Sites Ineligible for Funding

- a) Property on, or proposed for listing on the National Priorities List.
- b) Property subject to unilateral administrative orders, court orders, administrative orders on consent, or judicial consent decrees issued to or entered into by parties under CERCLA.
- c) Property subject to the jurisdiction, custody, or control of the US government (Land held in trust by the US Government for a Tribe is eligible).



# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

---

### 4. Sites Requiring a Property-Specific Determination

- ✓ See Appendix 3, Section 3.4
  1. Facility subject to planned or ongoing CERCLA removal actions.
  2. Facility subject to a unilateral order, court order, or permit issued by the federal or authorized state government under Solid Waste Disposal Act, the Federal Water Pollution Control Act, the Toxic Substances Control Act, or the Safe Drinking Water Act.
  3. Facility subject to corrective action under RCRA sections 3004(u) or 3008(h).
  4. Facility with closure notification filed under RCRA.
  5. Facility subject to remediation under TSCA.
  6. Facility that received funding from the LUST trust fund.
- ✓ If you meet this criteria, you need to attach the information requested in Appendix 4, Section 4.1.

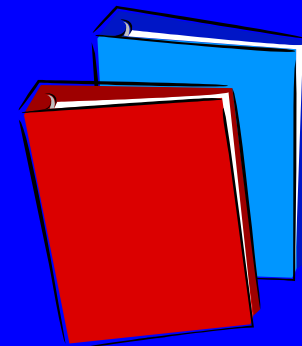
# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

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### 5. Environmental Assessment Required for Cleanup Applications

- ✓ Must have ASTM or equivalent Phase I completed (AAI or ASTM 1527-05).
- ✓ Must have ASTM or equivalent Phase II underway or completed.
- a) Discuss work completed to date including:
  - Date Phase I completed.
  - Status and/or completion date of Phase II.





# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

---

### Property Ownership Eligibility – CERCLA 107

- For Hazardous Substances Sites
  - ✓ Answer questions 6 – 8.
- For Petroleum Sites
  - ✓ Answer questions 6 & 9.
- ✓ Applicants are failing threshold for not answering all questions pertaining to your site.
- 6. The Brownfields Law prohibits EPA from providing grant funds to an entity that is considered potentially liable under CERCLA Section 107. Affirm that you are not a PRP at the site.

# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

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### Property Ownership Eligibility – CERCLA 107 (cont)

7. Identify any ongoing or anticipated enforcement actions from federal, state or local entities.
8. Provide detailed information on liability protections
  - a) Information on property acquisition
  - b) Timing of Hazardous Substance Disposal
  - c) Pre-Purchase Inquiry
  - d) Post-Acquisition Uses
  - e) Continuing Obligations

# Threshold Criteria - Cleanup

## C – Site and Property Ownership Eligibility

---

### Property Ownership Eligibility – CERCLA 107 (cont)

#### 9. Petroleum Sites

- Applicants with petroleum sites must provide the answers to the petroleum threshold questions to the state contacts in sufficient time for the state to make an eligibility determination.
- The state will determine whether the site is of low risk, whether there is a viable responsible party and if there is a corrective action order under RCRA.
- See contact list for the name of the person in the state to call about your petroleum site.
- If you have trouble contacting state, call Jim Byrne at 617-918-1389.



# Threshold Criteria – Cleanup

## D – Cleanup Authority & Oversight Structure

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- Question 1 (Describe how you will oversee the cleanup at the site....)
  - ✓ Describe how you will oversee the cleanup at the site. Indicate you will enroll in a state or tribal voluntary response program.
  - ✓ In Region 1 – All sites undergoing cleanup **MUST** enter applicable state response program.
  - ✓ For sites in MA & CT – Don't assume readers understand how a “privatized” program works - provide a brief description.

# Threshold Criteria - Cleanup

## D – Cleanup Authority & Oversight Structure

- Question 2 (Cleanup response activities often impact adjacent or neighboring properties...)
  - ✓ Be sure to answer “ability to gain access to adjacent properties” question.
  - ✓ Provide your plan to obtain access to adjacent or neighboring properties, if necessary.



# Threshold Criteria – Cleanup/RLF

## E – Cost Share

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- Grant recipients are required to provide a 20% cost share. This cost share is calculated as 20% of the total federal funds awarded. The cost share may be in the form of a contribution of money, labor, material, or services from a non-federal source.
  - ✓ If contribution is labor, material, or other services, it must be incurred for an eligible and allowable expense under the grant.
  - ✓ Applicants may petition for a hardship waiver.
  - ✓ See Appendix 2 for discussion of prohibited costs.

# Threshold Criteria - Cleanup

## E – Cost Share

- Useful Tips
  - ✓ Clearly identify the source of funds. If the source is questionable, provide alternate sources.
  - ✓ HUD funds can be used as a match.
  - ✓ May apply for a waiver – **BUT** only granted in limited circumstances.
  - ✓ Cost share requirement can only be met with eligible activities under the grant.



# Threshold Contact

---

- If you have regarding Threshold Criteria call:
  - ✓ Jim Byrne
  - 617-918-1389
  - [byrne.james@epa.gov](mailto:byrne.james@epa.gov)





# Ranking Criteria - Cleanup

## 127 Points

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- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Sustainable Reuse of Brownfields (12 Points)
- D – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- E – Pre-Award Community Notification (12 Points)
- F – Ongoing Community Involvement (16 Points)
- G – Reduction of Threats to Human Health and the Environment (27 Points)
- H – Leveraging of Additional Resources (10 Points)
- I – Programmatic Capability (20 Points)

# Ranking Criteria - Cleanup

## A – Budget (10 Points)

---

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- Useful Tips
  - ✓ Refer back to the tips included under the assessment discussion (slides 43 & 44).
  - ✓ When you describe your cleanup tasks, be sure to include a description of the cost share activities.
  - ✓ For each property, determine whether you need hazardous substances funding or petroleum funding or both for the cleanup activities. If both, submit two separate budgets.



# Ranking Criteria - Cleanup

## A – Budget (10 Points)

---

- Useful Tips
  - ✓ Only show EPA cleanup funds in budget table. **Don't show entire project cost.**
  - ✓ You must show the 20% cost share in the budget at the bottom of the chart(s). **Follow the sample budget format in the guidelines.**
  - ✓ Don't show more than 20% for the cost share.

# Ranking Criteria - Cleanup

## A – Budget (10 Points)

### Sample Cleanup Budget

Budget Categories	Project Tasks				
(programmatic costs only)	Cooperative Agreement Oversight	Community Involvement	Site-Specific Activities	Cleanup Related Activities	Total
Personnel	\$4,000	\$2,000	\$2,000		\$8,000
Fringe Benefits	\$1,000	\$500	\$500		\$2,000
Travel <sup>1</sup>	\$2,000				\$2,000
Equipment <sup>2</sup>					
Supplies	\$500	\$500			\$1,000
Contractual <sup>3</sup>	\$5,000	\$5,000	\$6,000	\$171,000	\$187,000
Other (specify)_____					
<b>Total</b>	\$12,500	\$8,000	\$8,500	\$171,000	\$200,000
<b>Cost Share</b>	\$2,500	\$1,600	\$1,700	\$34,200	\$40,000

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.

<sup>2</sup> EPA defines equipment as items that cost \$5,000 or more with a useful life of more than one year. Items costing less than \$5,000 are considered supplies.

<sup>3</sup> Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

# Ranking Criteria - Cleanup

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- Refer back to the tips under Assessment discussion for the following criteria:
  - ✓ B – Community Need (slides 48 - 55)
  - ✓ C – Sustainable Reuse (slides 59 - 61)
  - ✓ D – Creation and/or Preservation of Greenspace/Open Space or Nonprofit Purpose (slides 62 & 63)
  - ✓ E – Pre-award Community Notification (slides 64 - 71)
  - ✓ F – Ongoing Community Involvement (slides 74 - 79)

# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

---

- This criteria has 3 questions worth 9 points each.
- Question 1 (How and to what extent will funds be used to identify and/or reduce threats to human health and the environment...)
  - ✓ Make the connection that cleanup funds will be used to remove and/or reduce the threats that the site poses to human health and the environment.

# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

---

- Question 1 (continued)
  - ✓ Provide a synopsis of what type of business or industry caused the contamination on your site, and relate that to chemicals used and pathways to threaten human health and the environment.
  - ✓ To the extent possible, describe what your end use will be and how you anticipate it will factor into your cleanup activities, monitoring, engineering controls or institutional controls.
  - ✓ Utilize the information from your Phase I & II reports and/or consult your technical expert (contractor).

# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

---

- Question 2 (To what extent are you working with your local, state, or tribal health agency to ensure protection of public health and the environment...)
  - ✓ Discuss the process for working with **BOTH** your state environmental agency and local health department during the various phases of the grant. Use positive verbs, e.g. “they are involved in our project.”



# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

---

- Question 2 (continued)
  - ✓ Discuss your State's VCP program (show you know how the program works and how you are involved).
  - ✓ Make sure to utilize resources at the state and local departments of health to gather data (show familiarity with these resources in answering the question).
  - ✓ If possible, provide a good example of successful involvement with one of the agencies on a past project.

# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

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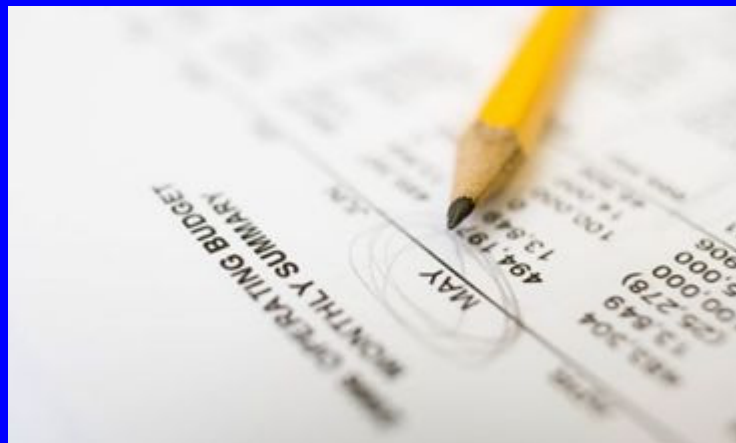
- Question 3 (Describe the proposed cleanup plan for the site and the estimated costs to complete the cleanup.)
  - ✓ Describe how your cleanup plan will address these risks - be specific.
    - i.e. soil will be excavated in a controlled fashion which will eliminate the threat
    - Provide volumes or areas of contamination if known

# Ranking Criteria - Cleanup

## G – Reduction of Threats (27 Points)

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- Question 3 (continued)
  - ✓ Identify the cleanup costs and make sure you have a plan to complete the cleanup.
  - ✓ Ask your environmental contractor for help here.



# Ranking Criteria - Cleanup

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- Refer back to the tips under Assessment discussion for the following criteria:
  - ✓ H - Leveraging (slides 91 - 95)
  - ✓ I – Programmatic Capability (slides 96 - 102)



# Revolving Loan Fund Specific Threshold & Ranking Criteria

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# Threshold Criteria – RLF

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134

- A – Applicant Eligibility
- B – Description of Jurisdiction
- C – Letter from the State or Tribal Environmental Authority
- D – Cleanup Authority & Oversight Structure
- E – Cost Share
- F – Legal Authority to Manage a Revolving Loan Fund
- **You must pass all threshold criteria to be moved on to the national panel!**

# Threshold Criteria - RLF

## Basic Tips

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135

- Respond to all threshold questions. This provides us the ability to ask you clarifying questions later on if need be. If you don't answer the question, we can't ask!
- Coalition Partners
  - ✓ Make sure letters from partners specifically state that they are a **coalition partner**.
  - ✓ Don't go looking for lots of coalition partners – RLF competition is tough – getting more than \$1 M is difficult. Lots of partners does not necessarily strengthen your proposal.

# Threshold Criteria - RLF

## Basic Tips (continued)

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136

- RLF Competition
  - ✓ National panel of RLF experts from other parts of the country will review your proposal.
  - ✓ Tell your story with examples of what you have done in the past and what you can accomplish with this funding. **Highlight your experience managing loan funds.**



# Threshold Criteria - RLF

## A – Applicant Eligibility

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- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes



# Threshold Criteria - RLF

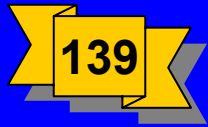
## B – Description of Jurisdiction

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138

- RLF grants are community-wide and/or jurisdiction wide.
- This does not preclude you from targeting specific communities or areas within your jurisdiction.
- You must provide a description of the boundaries of your jurisdiction such as:
  - ✓ The city limits of The City of Greenville.
  - ✓ All cities and towns in The State of Maine.
  - ✓ All cities and towns in The Northeast Regional Planning Commission.

# Threshold Criteria – RLF



## C – Letter from State/Tribal Enviro Authority

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- Refer back to the tips under the Assessment discussion (slide 40).



# Threshold Criteria - RLF

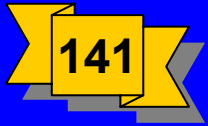


## D – Cleanup Authority & Oversight Structure

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- Question 1 (Describe how you will oversee cleanup at sites...)
  - ✓ Describe how you will oversee the cleanup at your sites. Indicate you will require loan/subgrant recipients to enroll in the appropriate state or tribal voluntary response program.
  - ✓ In Region 1 – All sites undergoing cleanup **MUST** enter applicable state response program.
  - ✓ For sites in MA & CT – Don't assume readers understand how a “privatized” program works - provide a brief description.

# Threshold Criteria - RLF



## D – Cleanup Authority & Oversight Structure

---

- Question 2 (Provide a legal opinion from your counsel...)
  - ✓ Provide legal opinion stating you have the ability to gain access & control of sites in your program. Specifically cite the authority that gives you this capability. **Provide the opinion as an attachment.**
  - ✓ Provide your plan to obtain access to adjacent or neighboring properties, if necessary.

# Threshold Criteria – RLF

## E – Cost Share

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142

- Refer back to discussion under Cleanup (slides 118 & 119).



# Threshold Criteria - RLF

## F – Legal Authority to Manage a RLF

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- Provide an opinion from your legal counsel that demonstrates your legal authority to perform the actions necessary to manage a revolving loan fund. **Provide the opinion as an attachment.**
- Legal authority must include the ability to hold funds, make loans, enter into legally binding loan agreements, and collect repayments.
- This authority may be based on statute, regulation, or other authority. Specifically cite the authority that gives you this capability.

# Ranking Criteria - RLF

## 152 Points

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- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Business Plan for RLF Program (24 Points)
- D – Sustainable Reuse of Brownfields (12 Points)
- E – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- F – Pre-Award Community Notification (12 Points)
- G – Ongoing Community Involvement (16 Points)
- H – Reduction of Threats to Human Health and the Environment (26 Points)
- I – Leveraging of Additional Resources (12 Points)
- J – Programmatic Capability/Management Structure (20 Points)



# Ranking Criteria - RLF

## A – Budget (10 Points)

---

- Useful Tips

- ✓ RLF funding can be utilized for both loans and subgrants. Loans must constitute at least 60% of your budget. Applicants must submit two separate budgets showing loan pool budget tasks and subgrant pool budget tasks.
- ✓ If you are applying for both hazardous substances and petroleum RLF funding, this would require **FOUR** budgets. **This gets complicated – review the example.**

# Ranking Criteria - RLF

## A – Budget (10 Points)

---

- Useful Tips (continued)
  - ✓ Don't put all the “programmatic” costs under the loan budget. Show it under the subgrant budget as well.
  - ✓ After the budget chart, explain each of your tasks clearly and completely. Utilize clear and precise task descriptions. Don't use acronyms like “ESA” - spell it all out.

# Ranking Criteria - RLF

## A – Budget (10 Points)

---

- Useful Tips (continued)
  - ✓ You must show the 20% cost share in the budget at the bottom of the chart(s). You can either show it as a lump sum in one task or spread the cost share over the range of tasks that you have identified.  
**Follow the sample budget format in the guidelines.**

# Ranking Criteria - RLF

## A – Budget (10 Points)

---

- Useful Tips (continued)
  - ✓ When you describe the tasks, be sure to include a description of the cost share activities.
  - ✓ **Make sure your budgets add up! This is where applicants lose points.**
  - ✓ Include travel funds to attend Brownfields conferences and training.

# Ranking Criteria - RLF

## A – Budget (10 Points)

---

- Useful Tips (continued)
  - ✓ Local Governments may utilize up to 10% of the grant for the following tasks:
    - Monitoring the health of populations;
    - Monitoring and enforcement of any institutional controls;
    - Other related program development and implementation activities.
    - Note: These must be a separate task in your budget.

# Ranking Criteria - RLF

## A – Budget (10 Points)

### Sample RLF Budget

Budget Categories	Project Tasks for Loans (at least 60 percent of amount requested)				
(programmatic costs only)	Cooperative Agreement Oversight	Community Involvement	Make Loans	Oversee Site Cleanup	Total
Personnel	\$10,000	\$5,000	\$10,000	\$5,000	\$30,000
Fringe Benefits	\$1,000	\$500	\$1,000	\$500	\$3,000
Travel <sup>1</sup>	\$2,000				\$2,000
Equipment <sup>2</sup>					
Supplies	\$2,000	\$2,500			\$4,500
Contractual <sup>3</sup>		\$4,000	\$4,000	\$7,500	\$15,500
Loans			\$545,000		\$545,000
Other (specify) _____					
Subtotal:	\$15,000	\$12,000	\$560,000	\$13,000	\$600,000
Cost Share	\$3,000	\$2,400	\$112,000	\$2,600	\$120,000

# Ranking Criteria - RLF

## A – Budget (10 Points)

Budget Categories	Project Tasks for Subgrants (no more than 40 percent of amount requested)				
(programmatic costs only)	Cooperative Agreement Oversight	Community Involvement	Make Subgrants	Oversee Site Cleanup	Total
Personnel	\$5,000	\$2,500	\$5,000	\$2,500	\$15,000
Fringe Benefits	\$500	\$250	\$500	\$250	\$1,500
Travel <sup>1</sup>	\$1,000				\$1,000
Equipment <sup>2</sup>					
Supplies	\$1,000	\$1,250			\$2,250
Contractual <sup>3</sup>		\$2,000	\$1,500	\$3,750	\$7,250
Subgrants			\$373,000		\$373,000
Other (specify) _____					
Subtotal:	\$7,500	\$6,000	\$380,000	\$6,500	\$400,000
Cost Share	\$1,500	\$1,200	\$76,000	\$1,300	\$80,000
Total	\$22,500	\$18,000	\$940,000	\$19,500	\$1,000,000
Total Cost Share	\$4,500	\$3,600	\$188,000	\$3,900	\$200,000

# Ranking Criteria – RLF

## B – Community Need (15 points)

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- This criteria has 3 questions worth 5 points each.
- Refer back to the tips under the Assessment discussion (slides 48 - 55).





# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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153

- This criteria has 4 questions worth 6 points each.
- Question 1 (Describe your business concept and the main loan/subgrant product(s)...)
  - ✓ Explain how your RLF program will be organized.
  - ✓ Provide examples of potential projects, loan structures, rates, repayment term options, etc.
  - ✓ Include a 5 - 10 year loan/subgrant timeline.
  - ✓ Describe other programs and incentives you have to complement your RLF program such as TIF, EZ/EC benefits, tax credits, etc.

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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154

- Question 1 (continued)
  - ✓ Show how your RLF program will provide long-term availability of loan/subgrant funds. Explain how it will revolve.
  - ✓ If you plan to offer subgrants, tying them to a loan helps to preserve the loan pool.
  - ✓ Demonstrate that you will be ready to open your doors for business within a few months of receiving the grant.

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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155

- Question 2 (Present your market analysis, including your target market....)
  - ✓ Describe your target market and discuss any marketing you have already accomplished.
  - ✓ Discuss properties or areas you are targeting or intend to target.
  - ✓ Identify the range of potential customers (e.g., municipalities, non-profit, for-profit) and discuss their different needs. How will you market your program to these groups differently?
  - ✓ Explain sources of your information - Brownfield inventories, state lists, redevelopment areas, etc.

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

---

156

- Question 3 (Describe your process for selecting projects...)
  - ✓ In describing your site selection process and borrower/subgrant recipient selection process, remember that reviewers are looking for community input into this process.
  - ✓ Proposals need to identify what specific site selection criteria your community will be utilizing (developer interest, community need, location, etc.).

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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- Question 3 (continued)
  - ✓ Discuss your plan (target market, recipients, sites, etc.) to offer subgrants and explain how you will incorporate the **four considerations** into your site selection process.
  - ✓ **Make sure you address the four subgrant criteria. This is where points are being lost!**

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

---

158

- Question 4 (Present both the management and operational teams that will oversee and implement all phases of work...)
  - ✓ Describe the personnel who will work on your program.
    - If using your own staff – describe their qualifications and/or attach resumes.
    - If using other departments and/or agencies – describe their qualifications, your relationship with them, and who will do what.

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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159

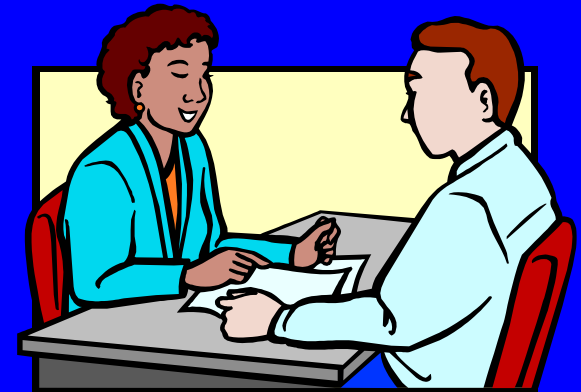
- Question 4 (continued)
  - ✓ Describe your organization and how it will fulfill the financial, legal and record keeping requirements.
  - ✓ For Coalitions – Describe the experience and capabilities of each member and how they will work together to develop a successful program.
  - ✓ Explain how you will ensure safe cleanups and prudent lending practices.

# Ranking Criteria - RLF

## C – Business Plan (24 Points)

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- Question 4 (continued)
  - ✓ Describe any outside help (other organizations or contractors) you will use to manage your RLF program.
  - ✓ Discuss how you will provide a dedicated RLF manager for successful management of your program. Make sure you include their qualifications.





# Ranking Criteria - RLF

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- Refer back to the tips under Assessment discussion for the following criteria:
  - ✓ D – Sustainable Reuse (slides 59 - 61)
  - ✓ E – Creation and/or Preservation of Greenspace/Open Space or Nonprofit Purpose (slides 62 & 63)
  - ✓ F – Pre-award Community Notification (slides 64 - 71)
  - ✓ G – Ongoing Community Involvement (slides 74 - 79)

# Ranking Criteria - RLF

## H – Reduction of Threats (26 Points)

---

- Refer back to the tips under the Assessment discussion (slides 80 - 90).
- Additional Tips for Question 1
  - ✓ This is a key section in your proposal. Many points can be lost here.
  - ✓ Take the time to consider the types of sites in your jurisdiction and how this grant will help provide funding to clean them up.
  - ✓ Describe any known project end uses and how they factor into cleanup activities, monitoring or institutional controls.

# Ranking Criteria - RLF

## H – Reduction of Threats (26 Points)

---

- Additional Tips for Question 1 (continued)
  - ✓ Make a connection between the source of contamination and the threats to the community.
    - Identify the types of businesses and industry (past and present) in your targeted community/area.
    - Identify the chemicals or pollutants that may have been released into the environment by these industries (cleaning solvents, PCBs, lead, asbestos, petroleum products, etc.).

# Ranking Criteria - RLF

## H – Reduction of Threats (26 Points)

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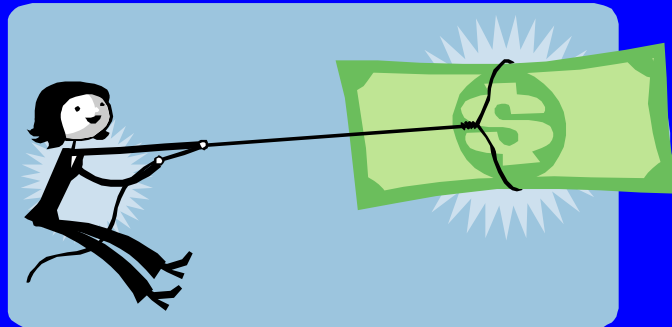
- Additional Tips for Question 1 (continued)
  - Identify where those industries are located relative to the community (i.e., adjacent to, downgradient of).
  - Identify how the public may come in contact with these chemicals and pollutants (i.e., through inhalation, ingestion, or direct contact).
  - How do those industries (past and present) involve the current community (i.e., does that impact how you will need to work with them)?

# Ranking Criteria - RLF

## I – Leveraging (10 Points)

---

- Refer back to the tips under the Assessment discussion (slides 91 - 95).
  - ✓ For Coalitions – Make sure you include the funding commitments and resources of all members.



# Ranking Criteria - RLF

## J – Programmatic Capability (20 Points)

---

- Refer back to the tips under the Assessment discussion (**slides 96 - 102**).
  - ✓ Additional Tip for Question 1 - Build on your answer in Question 4 of Business Plan to demonstrate your ability to manage this grant. Discuss how you will procure any outside help for fund manager and environmental services.



# Next Steps

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# What To Do Now?

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- Draft your proposal!
- Contact us with eligibility questions!
- Contact partners for assistance in preparing and/or reviewing your proposal!
- **Contact State if applying for petroleum!**
- Get State acknowledgement letter!
- Get legal opinions!





# Resources

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## Meeting Center Attachments

Presentation Slides

Sample Proposals

Sample RLF Budget

State Brownfields Program Contacts

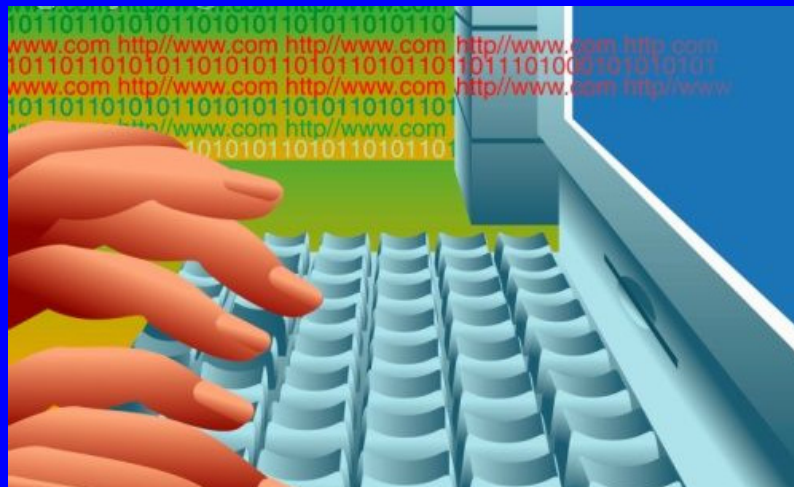
EPA New England Brownfields Team Contacts

Sustainable Reuse Resources

## Information On-line

[www.epa.gov/region1/brownfields](http://www.epa.gov/region1/brownfields)

Send us an email from the website and be put on our “What’s New” notification list.



# Questions & Answers

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# Acronyms

<b>AAI</b>	All Appropriate Inquiry
<b>ACRES</b>	Assessment, Cleanup and Redevelopment Exchange System
<b>B&amp;W</b>	Black & White
<b>CERCLA</b>	Comprehensive Environmental Response, Compensation and Liability Act
<b>ESA</b>	Environmental Site Assessment
<b>EZ/EC</b>	Empowerment Zone/Enterprise Community

<b>FWPCA</b>	Federal Water Pollution Control Act
<b>FY</b>	Fiscal Year
<b>HQ</b>	Headquarters
<b>HUD</b>	Department of Housing and Urban Development
<b>LUST</b>	Leaking Underground Storage Tank
<b>NPDES</b>	National Pollutant Discharge Elimination System
<b>NPL</b>	National Priorities List
<b>OPA</b>	Oil Pollution Act

# Acronyms

<b>OMB</b>	Office of Management & Budget
<b>OSC</b>	On Scene Coordinator
<b>PCB</b>	Polychlorinated Biphenyls
<b>PRP</b>	Potentially Responsible Party
<b>RCRA</b>	Resource Conservation and Recovery Act
<b>RLF</b>	Revolving Loan Fund
<b>SWDA</b>	Solid Waste Disposal Act
<b>TBA</b>	Targeted Brownfields Assessment

<b>TIF</b>	Tax Increment Financing
<b>TSCA</b>	Toxic Substances Control Act
<b>USEPA</b>	United States Environmental Protection Agency
<b>UST</b>	Underground Storage Tank
<b>VCP</b>	Voluntary Cleanup Program
<b>VOC</b>	Volatile Organic Compound